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## Salesforce Media Cloud Consultant Exam Sample Questions (Q21-Q26):

### NEW QUESTION # 21

Which three permission sets should a consultant add for a newly hired Media Planner user?

- A. MediaClou Runtime
- B. media cloud base user
- C. MediaCloudPlus Runtime
- D. OmniStudio user
- E. rule engine runtime

**Answer: B,C,D**

Explanation:

For a newly hired Media Planner user, the consultant should add the following permission sets:

Media Cloud Base User: This permission set grants access to basic functionalities and features within Media Cloud, enabling the Media Planner to perform essential tasks related to media planning and management.

MediaCloudPlus Runtime: This permission set provides additional runtime permissions for enhanced features and capabilities within Media Cloud, supporting more advanced planning and analysis activities.

OmniStudio User: Given the integration of OmniStudio tools within Media Cloud for designing and automating customer experiences, this permission set enables the Media Planner to utilize these tools effectively in their planning and execution tasks.

These permission sets collectively equip the Media Planner with the necessary access and capabilities to effectively manage and optimize media campaigns within Salesforce Media Cloud.

References:

Salesforce Media Cloud documentation:<https://help.salesforce.com/>

Salesforce OmniStudio resources:

<https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

### NEW QUESTION # 22

A publisher has an existing system to build media plans and integrate with google ad manager to create digital ad campaigns. Which two questions are important to ask to determine if media cloud advertising sales management is a good fit to replace the existing system?

- A. which types of ad products are included in media plans?
- B. what are the dimensions for all digital ad formats for the publisher?
- C. which type of marketing automation system is in use?
- D. which ad servers does the system need to connect to for campaign booking?

**Answer: A,D**

Explanation:

When evaluating the fit of Media Cloud Advertising Sales Management to replace an existing system for building media plans and integrating with Google Ad Manager, it's critical to understand the types of ad products included in media plans and the ad servers required for campaign booking. These questions help ascertain the complexity and diversity of the advertising products managed by the publisher and ensure that Media Cloud can support the necessary integrations and functionalities, such as campaign booking with various ad servers like Google Ad Manager, to meet the publisher's needs. References:<https://www.salesforce.com/products/media-cloud/advertising-sales/>

### NEW QUESTION # 23

A customer is using media cloud and they need to report on how well a digital advertising campaign is performing. The company is using google ad manager as one of their primary data sources. Which products should a consultant implement to analyze campaign performance?

- A. marketing cloud intelligence
- B. CRM analytics
- C. custom reporting solution
- D. standard salesforce reporting and dashboards

**Answer: A**

Explanation:

For analyzing the performance of a digital advertising campaign, especially when integrating data from Google Ad Manager, Marketing Cloud Intelligence is the recommended product. This Salesforce tool offers advanced analytics capabilities, integrating data from various sources, including Google Ad Manager, to provide in-depth insights into campaign performance. It enables the creation of customized reports and dashboards that reflect key performance indicators, making it an essential tool for assessing and optimizing digital advertising campaigns.

References:

Salesforce Marketing Cloud Intelligence documentation:

[https://help.salesforce.com/articleView?id=mc\\_overview.htm](https://help.salesforce.com/articleView?id=mc_overview.htm)

Salesforce Google Ad Manager Integration Guide: Available through Salesforce Marketing Cloud Intelligence resources

#### NEW QUESTION # 24

Which two actions take place, when an insertion order is created and submitted in media cloud advertising sales management (ASM)?

- A. order is submitted to industries order management
- B. the orchestration plan is created and can be viewed
- C. a flow is initiated for asset creation and billing
- D. order is submitted to B2B commerce Order Management

**Answer: A,C**

Explanation:

When an insertion order is created and submitted in the Media Cloud Advertising Sales Management (ASM), several key actions take place:

A flow is initiated for asset creation and billing: This step involves initiating processes for creating the necessary ad assets and setting up billing arrangements for the advertiser. It ensures that all creative materials are prepared and billing is set up in accordance with the terms of the insertion order.

Order is submitted to industries order management: This involves integrating the order into Salesforce's broader industries order management system. This step is crucial for ensuring the order is processed and managed efficiently within the larger ecosystem of Salesforce's industry-specific solutions.

These actions are essential for transitioning from the sales phase to the execution phase of ad campaigns within the Salesforce Media Cloud environment.

References:

Salesforce Advertising Sales Management documentation: <https://help.salesforce.com/> Salesforce Industries Order Management resources:

<https://www.salesforce.com/products/industries/order-management/>

#### NEW QUESTION # 25

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) which two fields need to be configured in the ad creative size type object to meet the customer's requirements?

- A. position
- B. height
- C. ad placement type
- D. width

**Answer: B,D**

#### NEW QUESTION # 26

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